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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/608,265	06/27/2003	Ralph F. Kalies	036806.00434	8330
7590	05/03/2007	Louis C. Dujmich Ostrolenk, Faber, Gerb & Soffen, LLP 1180 Avenue of the Americas New York, NY 10036-8403	EXAMINER RANGREJ, SHEETAL	
			ART UNIT	PAPER NUMBER 3626
			MAIL DATE 05/03/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/608,265	KALIES, RALPH F.	
Examiner	Art Unit		
Sheetal R. Rangrej	3626		

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
 - If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
 - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 27 June 2003.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-14 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) Claim(s) _____ is/are allowed.
6) Claim(s) 1-14 is/are rejected.
7) Claim(s) _____ is/are objected to.
8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.

10) The drawing(s) filed on 27 June 2003 is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) All b) Some * c) None of:
1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date 09/04/2003 and 03/01/2004.

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
5) Notice of Informal Patent Application
6) Other: _____

Prosecution History Summary

1. Claims 1-14 are pending.

Priority

2. Applicant's claim for the benefit of a prior-filed application under 35 U.S.C. 119(e) or under 35 U.S.C. 120, 121, or 365(c) is acknowledged. Applicant has complied with one or more conditions for receiving the benefit of U.S. Provisional Patent Application No. 60/392,066, filed June 27, 2002.

DETAILED ACTION

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1, 3-4, 6, 10, and 12-14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Oscar et al. (U.S. Publication No. 2001/0037216) in view of Ullman (U.S. Publication no. 2002/0002495) and further in view of Freeman, Jr. et al. (U.S. Patent No. 6,012,035).

5. As per claim 1, Oscar teaches a method of providing prescription benefits to subscribers under a plan, comprising the steps of:

- a) identifying a sponsor for a prescription benefits plan (**Oscar: para. 0049, 1-4**);
- b) designing the prescription benefits plan, to include a formulary of preferred medications (**Oscar: para. 43-44**);
- c) identifying at least one pharmacy that (**Oscar: para. 50, 23**):

i) participates in the prescription benefits plan (**Oscar: para. 50, 23**). The examiner interprets that identifying a pharmacy with the benefits plan means the pharmacy participates in the prescription benefits plan.

ii) receives prescriptions for medication and prescription benefit claims from subscribers, and iii) fulfills the prescriptions for a predetermined price; (**Oscar: para. 51**). The examiner interprets that seeing a list of the drugs dispensed and the cost means that the prescriptions were received and fulfilled.

e) enrolling each eligible subscriber who wishes to participate in the prescription benefits plan (**Oscar: para. 50, 1-3**);

f) generating an eligibility profile for each subscriber (**Oscar: para. 48, 5-8**);

Oscar does not teach: d) identifying at least one eligible subscriber having a valid credit or debit account with a creditor or institution and wishing to participate in the prescription benefits plan; g) establishing a prescription benefits manager to administer the prescription benefits plan; and h) establishing a prescription claims processor that: i) receives claims for prescription benefits from a participating pharmacy; ii) adjudicates the claims in accordance with the subscriber's eligibility profile;; iii) upon approval of a claim, charges the subscriber's credit account for accepted claims, the amount of the charge being equal to the price of the prescription minus a predetermined co-payment which is tendered by the subscriber to the pharmacy at the time of fulfilling the prescription; i) a first payment, made by the creditor to the prescription benefits manager, the first payment being equal to the amount charged to the subscriber's account minus a first predetermined service fee to be retained by the creditor; j) a second payment, made by the prescription benefits manager to the pharmacy, the second payment being equal to a

predetermined portion of the prescription price; and k) a third payment, made by the prescription benefits manager to the claims processor, the third payment being equal to a predetermined service fee.

Ullman teaches the following:

d) identifying at least one eligible subscriber having a valid credit or debit account with a creditor or institution and wishing to participate in the prescription benefits plan

(Ullman: figure 2, references S3 and S6-S7);

g) establishing a prescription benefits manager to administer the prescription benefits plan; and

h) establishing a prescription claims processor **(Ullman: para. 20)** that:

i) receives claims for prescription benefits from a participating pharmacy; ii) adjudicates the claims in accordance with the subscriber's eligibility profile;

(Ullman: para. 22-25);

iii) upon approval of a claim, charges the subscriber's credit account for accepted claims, the amount of the charge being equal to the price of the prescription minus a predetermined co-payment which is tendered by the subscriber to the pharmacy at the time of fulfilling the prescription **(Ullman: para. 31);**

j) a second payment, made by the prescription benefits manager to the pharmacy, the second payment being equal to a predetermined portion of the prescription price

(Ullman: para. 32); and

k) a third payment, made by the prescription benefits manager to the claims processor, the third payment being equal to a predetermined service fee (**Ullman: para. 0017 and para. 0012**).

Therefore, it would have been *prima facie* obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Oscar and Ullman. One of ordinary skill would have been motivated to combine these teachings because healthcare costs have risen dramatically; hence most health care is delivered through employer sponsored health care plans. Pharmacy Benefit Managers (PBMs) are used to process claims for prescription drug benefits and attempt to control costs. PBMs submit claims documentation to the claims processor to collect the remaining cost for the dispensed drug. (**Oscar: para. 5-9**)

Ullman does not teach i) a first payment, made by the creditor to the prescription benefits manager, the first payment being equal to the amount charged to the subscriber's account minus a first predetermined service fee to be retained by the creditor.

Freeman teaches i) a first payment, made by the creditor to the prescription benefits manager, the first payment being equal to the amount charged to the subscriber's account minus a first predetermined service fee to be retained by the creditor (**Freeman: col. 2, 38-41**).

Therefore, it would have been *prima facie* obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Oscar in view of Ullman with Freeman. One of ordinary skill would have been motivated to combine these teachings because individuals receive medical services through coverage by third party payor with the balance payment remaining the responsibility of the patient. At other times, claims are submitted by patient or by the provider who then pays the provider, patient, or both. There are many inefficiencies and

inequalities inherent in this disjointed health care system and procedure. (**Freeman: col. 1, 26-40**)

6. As per claim 3, the method of claim 1 is as described. Oscar and Freeman do not teach further comprising the steps of: a) imprinting subscriber information onto identification cards; and b) distributing the identification cards to the subscribers.

Ullman teaches further comprising the steps of:

- a) imprinting subscriber information onto identification cards (**Ullman: para. 7; para. 0032, 13-15**); and
- b) distributing the identification cards to the subscribers (**Ullman: para. 0032, 13-23**).

The motivation to combine Oscar and Ullman is as same as the reasons described for claim 1.

7. As per claim 4, the method of claim 1 is as described. Oscar further teaches wherein the amount of the co-payment is determined by the medication's inclusion, exclusion or ranking in the formulary (**Oscar: para. 51, 6-21**).

8. As per claim 6, the method of claim 1 is as described. Oscar further teaches wherein the prescription benefits manager further generates reports relating to subscriber prescription claims (**Oscar: para. 55**).

9. As per claim 10, the method of claim 1 is as described. Oscar further teaches wherein an electronic means for telecommunication is used to link at least two of the participants comprising the subscriber, the prescription benefits plan sponsor, the pharmacy the prescription benefits manager, the claims processor and the creditor or institution (**Oscar: para. 50**).

10. As per claim 12, the method of claim 1 is as described. Oscar and Ullman do not teach wherein the first payment is in the form of a credit to an account which is periodically paid out to the prescription benefits manager. The examiner interprets that since the bill is provided to the patient, the payment was in the form of a credit.

Freeman teaches wherein the first payment is in the form of a credit to an account which is periodically paid out to the prescription benefits manager (**Freeman: col. 2, 38-50**). The examiner interprets that since the bill is provided to the patient, the payment was in the form of a credit.

The motivation to combine Oscar in view Ullman with Freeman is as same as the reasons described for claim 1.

11. As per claim 13, the method of claim 1 is as described. Oscar and Freeman do not teach wherein the sponsor for the prescription benefits plan is self-funded.

Ullman teaches wherein the sponsor for the prescription benefits plan is self-funded (**Ullman: para. 16**).

12. As per claim 14, the method of claim 13 is as described. Oscar and Freeman do not teach wherein the sponsor reimburses the subscriber in an amount related to the subscriber's participation in formulary-determined preferences (**Ullman: para. 25, 4-9**).

Ullman teaches wherein the sponsor reimburses the subscriber in an amount related to the subscriber's participation in formulary-determined preferences (**Ullman: para. 25, 4-9**).

Regarding claims 13-14, the motivation to combine Oscar and Ullman is as same as the reasons described for claim 1.

13. Claim 2 is rejected under 35 U.S.C. 103(a) as being unpatentable over Oscar et al. (U.S. Publication No. 2001/0037216) in view of Ullman (U.S. Publication no. 2002/0002495) and further in view of Freeman, Jr. et al. (U.S. Patent No. 6,012,035) and Judge (U.S. Publication No. 2002/0111832).

14. As per claim 2, the method of claim 1 is as described. Oscar, Ullman and Freeman do not teach wherein the claims processor further: a) performs a drug regimen review prior to approval of a claim; and b) advises the pharmacy of the review results.

Judge teaches wherein the claims processor further: a) performs a drug regimen review prior to approval of a claim; and b) advises the pharmacy of the review results (**Judge: para. 110**).

Therefore, it would have been *prima facie* obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Oscar in view of Ullman with Freeman and Judge. One of ordinary skill would have been motivated to combine these teachings because it is to improve the quality of care while capping costs (**Judge: para. 0003**).

15. Claims 5, 7-9, and 11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Oscar et al. (U.S. Publication No. 2001/0037216) in view of Ullman (U.S. Publication no. 2002/0002495) and further in view of Freeman, Jr. et al. (U.S. Patent No. 6,012,035) and Mayaud (U.S. Patent No. 5,845,255).

16. As per claim 5, the method of claim 1 is as described. Oscar, Ullman, and Freeman do not teach wherein the adjudication of claims by the claims processor further comprises the steps of: a) checking the prescription against the formulary; and b) recommending medications to the

pharmacy for fulfilling the prescription, the recommendation being determined by formulary preferences.

Mayaud teaches wherein the adjudication of claims by the claims processor further comprises the steps of: a) checking the prescription against the formulary; and b) recommending medications to the pharmacy for fulfilling the prescription, the recommendation being determined by formulary preferences. (**Mayaud: col. 35, 57 to col. 36, 9**)

Therefore, it would have been *prima facie* obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Oscar in view of Ullman with Freeman and Mayaud. One of ordinary skill would have been motivated to combine these teachings because there is a difficulty in making integrated patient-specific information readily available to prescribing professionals that need information components because they are not centralized but are widely distributed geographically and even when their geographic or electronic locations are known, they are hard to access because of proprietary and liability and patient-confidentiality concerns and because of system, file, or protocol incompatibilities. (**Mayaud: col. 2, 12-20**)

17. As per claim 7, the method of claim 1 is as described. Oscar and Freeman do not teach wherein the prescription benefits manager further: a) identifies at least one market for at least one selected prescription medication, for at least one pharmaceutical company; b) accumulates usage data regarding consumption of the at least one selected prescription medication by the subscribers; c) periodically provides the usage data to the pharmaceutical company; and d) receives an incentive from the pharmaceutical company as a result of an increase in market share for the selected prescription medication among the subscribers.

burdensome. An alternative method of marketing is the issuance of redeemable coupons. However, the management of coupon verification, shuffling, and redemption is also an administrative nightmare. What is needed is an effective consumer rewards program scalable for all merchants in the retail pharmaceutical industry. (**Ullman: para. 3-5**)

18. As per claim 8, the method of claim 7 is as described. Oscar, Freeman, and Mayaud do not teach further comprising the step of sharing at least a portion of the incentive with subscribers who contribute to the increase in market share.

Ullman teaches further comprising the step of sharing at least a portion of the incentive with subscribers who contribute to the increase in market share (**Ullman: para. 34**).

The motivation to combine Oscar in view Ullman with Freeman and Mayaud is as same as the reasons described for claim 5 and 7.

19. As per claim 9, the method of claim 8 is as described. Oscar, Freeman, and Mayaud do not teach wherein the amount of the incentive shared with a subscriber is related to that subscriber's contribution to the increase in market share (**Ullman: para. 35**).

Ullman teaches wherein the amount of the incentive shared with a subscriber is related to that subscriber's contribution to the increase in market share (**Ullman: para. 35**).

The motivation to combine Oscar in view Ullman with Freeman and Mayaud is as same as the reasons described for claim 5 and 7.

20. As per claim 11, the method of claim 7 is as described. Oscar teaches wherein an electronic means for telecommunication is used to link the pharmaceutical company and the prescription benefits manager (**Oscar: para. 11**).

Ullman does not teach wherein the prescription benefits manager further: a) identifies at least one market for at least one selected prescription medication, for at least one pharmaceutical company; b) accumulates usage data regarding consumption of the at least one selected prescription medication by the subscribers; c) periodically provides the usage data to the pharmaceutical company.

Mayaud teaches wherein the prescription benefits manager further: a) identifies at least one market for at least one selected prescription medication, for at least one pharmaceutical company (**Mayaud: col. 39, 36-43**); b) accumulates usage data regarding consumption of the at least one selected prescription medication by the subscribers (**Mayaud: col. 39, 55-65**); c) periodically provides the usage data to the pharmaceutical company (**Mayaud: col. 39, 44-54**).

Mayaud does not teach d) receives an incentive from the pharmaceutical company as a result of an increase in market share for the selected prescription medication among the subscribers (**Ullman: para. 34**).

Ullman teaches d) receives an incentive from the pharmaceutical company as a result of an increase in market share for the selected prescription medication among the subscribers (**Ullman: para. 34**).

The motivation to combine Oscar in view Ullman with Freeman and Mayaud is as same as the reasons described for claim 5. Furthermore, it would have been *prima facie* obvious to one of ordinary skill in the art at the time the invention was made to combine the teachings of Oscar in view of Ullman with Freeman and Mayaud. One of ordinary skill would have been motivated to combine these teachings because designing advertisements, doing research to define the exact target audience, and choosing where, when, and how to place the advertisements are

Conclusion

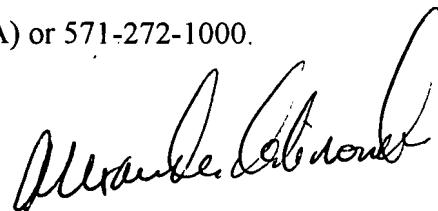
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Sheetal R. Rangrej whose telephone number is 571-270-1368. The examiner can normally be reached on M-F 8:30-5:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Joseph Thomas can be reached on 571-272-6776. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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4/30/07



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